

REMARKS

The rejected claims have been canceled and replaced with claims which emphasize the use of the present invention to transmit, store and select commercial segments, based on the viewer's stored demographic data, to replace segments normally accompanying the television program.

Reconsideration and allowance is respectfully solicited.

Respectfully submitted,



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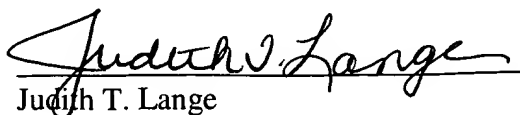
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Judith T. Lange